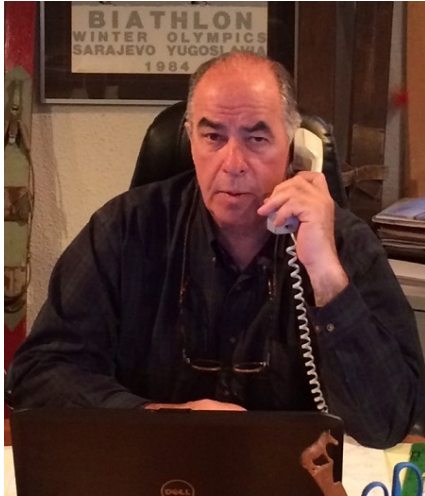


To My Fellow NSSRA Members:



May and June are a very quiet time of year for us here in Vermont. We call it graduation and wedding season. A good time to evaluate, plan and put into place new ideas and try different programs for the Fall and Winter.

One of the concepts that we are constantly trying to build on is our support of GTS...Grow The Sport.

We have been part of the effort to improve communication and interaction amongst retailers, representatives, suppliers and resorts.

If a strong majority of our NSSRA membership would reach out to resorts to talk about joint programs to help grow participation it would have a very positive impact on industry efforts to grow snow sports.

Talk to the marketing departments of your favorite ski resorts and local feeder areas; contact ski clubs and groups; devise ideas on how to work together during your promotions and theirs. Create relationships and learn how to build your business volumes together.

For our industry to be healthy, we need more participants. We also need all three legs of the stool to be solid -- the suppliers, resorts and retailers are all dependent on each other and the representatives are a key component in these relationships, also.

Hope you will put energy into GTS.

Best,

Wilbur Rice, Equipe Sport, NSSRA Chairman